Journey Split Test Event

Table of Contents

Testing Different Journey Approaches

As part of your experience with building journeys in Total Expert, you will likely encounter scenarios that could be handled in different, but similar ways. One way to determine which approach is most effective for you in that case is to use the Split Test component. This component is designed to *split* a workflow into multiple branches; it then randomly assigns each contact who reaches that point on the journey to 1 of the downstream branches. This allows you to *test* which branch's approach leads to the most favorable response. This prevents you having to build 2 (or more) almost identical journeys and working out how to apportion contacts to each.

After many contacts have passed through each branch, you can use journey reporting, email stats, and so on to analyze the different experiences provided by the different branches and decide which course had the best outcome.

Sample Use Cases

Some examples of when you might use the Split Test component are:

- Which email subject line is most likely to make the recipient open the email?
- Which email body is most likely to make the recipient click a link?
- Which follow-up messaging is most likely to keep people engaged?
- Which message medium is most effective: an email, an SMS message, a phone call?
- Which communication cadence is most effective? (For example, is it more engaging to send 3 emails over a week or 7 emails over a month?)

> **Note**
> This list is not exhaustive. The potential uses are limited only by your creativity.

> **Tip**
> Remember that an experiment is most effective with only 1 variable. The branches in each test should be as similar as possible apart from the aspect you are testing.

Randomness

When a contact arrives at the Split Test component, they are randomly assigned to 1 of its downstream branches. Because this assignment is truly random and not according to any pattern, it is quite likely that the number of contacts passing along each branch will not be exactly equal. However, over the long term, they will tend toward coming out even. (This is similar to tossing a coin: you might get heads 8 out of the first 10 times and even 60 out of the first 100, but probably very close to 500 out of 1000.)

> **Note**
> The reason for this approach is to attempt to minimize any effects of the timing involved in adding contacts to the journey.

This means that the larger you can afford to allow your sample size to become, the more evenly your sample will be distributed and the more meaningful the conclusions you can draw will be. Allow as much time as you can between setting up the journey and drawing conclusions.

Using the Split Test Event

Creating a split test in a journey is as simple as adding the Split Test component to a workflow and 2 or more branches leading directly from it. Contacts who who reach the Split Test component will be assigned randomly to 1 of the output branches.

1. Select **Journeys** in the navigation menu.
2. Depending whether you are creating a new journey from scratch or modifying an existing journey, either:
   a. Click the **Create Journey** button in the upper-right corner of the page and fill out the Create Journey form.
   b. Locate the desired journey in the list and select **Actions → Edit**.
3. In the panel on the left side of the journey editor, select the **Events** tab if it is not already selected.
4. Expand the **Events** section at the bottom of the component list.
5. Click and drag the **Split Test** component onto the canvas.
   a. No further setup of this component is required. However, you can open the Event Settings panel to define the name and description of the component to help identify its purpose. You can also set an occurrence limit to prevent a given contact from proceeding into the test portion of the journey more than a certain number of times.
   b. Add at least 2 branches immediately following this component. These branches represent the variables you want to test.
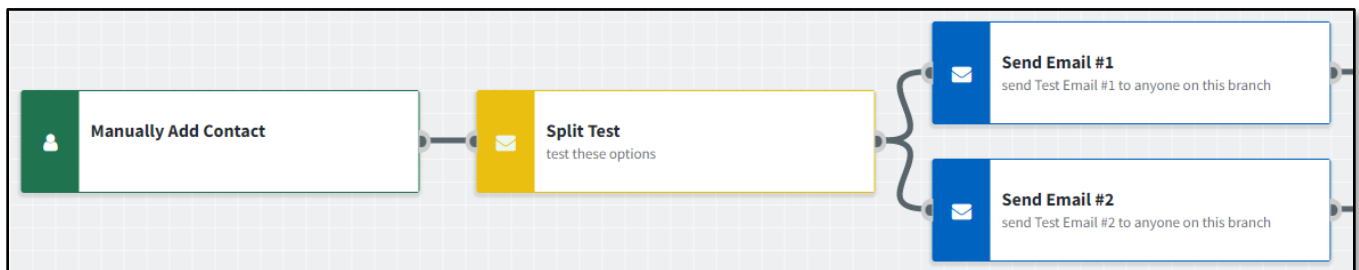
6. Build and publish the rest of the journey according to your usual standards and recommended best practices.

Analysis

Journey Reporting

When a journey has been made active, you can create a report based on any components in that journey. These reports display the number of contacts who have passed through selected parts of the journey. For more details on building a journey report, see *Journey Manual*.

1. With the editor open for an active journey, click the **Reports** tab on the left side of the page. The side panel displays the journey report editor.
2. Click the **+Add report** button to create a new report.
3. Enter a suitable name in the **Name** field.
4. In the Events section, select the name of a component in each split test branch. (In the example shown above, you would select Send Email #1 and Send Email #2.) Click the **+Add event** button if you need more spaces.
   a. You could also include the Split Test component itself to show in the report that the numbers for each branch add up to the number before the split.
5. Set the remaining options as appropriate to best support your test case.

6. Click the **Done** button to complete the report.

The completed report appears in the panel. The report is updated each time you load the page.

You can make changes to the report at any time by clicking its **Edit** button (as long as you are not already editing another report).

Email Statistics

For any tests that involve comparing performance of email messaging, the email statistics page in Total Expert can give you even more insight into the effectiveness of these items.

Navigate to **Email Marketing → Email Stats**. This page lists all the different email templates that you have sent from the Total Expert platform (or have been sent on your behalf by campaigns or journeys). Some key metrics are shown on this page, such as the total number of times the platform attempted to send each template, click rate, bounce rate, and the number of unsubscribes.

You can also click the name of an email in the list to see details about each recipient the template targeted.

Note
The list page is filtered by default to show only templates that have been sent in the last 30 days. Use the filtering options to find more activity.

Tip
Use dedicated email templates for your journey tests. This ensures that any statistics associated with sending that template are strictly related to your test. You can search the list page by email subject to locate the specific items from your test.